

METHOD FOR PROVIDING RELEVANT SEARCH RESULTS BASED ON AN INITIAL ONLINE SEARCH QUERY

Abstract of the Disclosure

A method for providing relevant search results based on an initial search query from a searcher utilizing an online search engine. The method generates a return list of relevant results after the searcher executes an initial keyword query through an online search engine. The initial query is matched to a predefined category based on the queried search term's relevancy to the topical category. The most popular category for the search term is then determined based on a set of preponderant criteria. Once the most popular category is determined for the queried search term, the search engine provider implements a set of statistical data that calculates the most popular Internet site(s) by online searchers within the chosen category using various sets of criteria, in order to determine the best Internet site(s) to be displayed in the return list.

Figures